

# California Complete Count – Census 2020

## Convening & Implementation Plan Workshop

June 24, 2019  
Red Bluff



BE COUNTED, CALIFORNIA!





# State Census 2020

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## Welcome & Opening Remarks



# Agenda

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- Welcome
- California Census Office
- US Census Bureau
- Landscape of Outreach Strategies
- Rural Approaches
- Afternoon Group Work: Counties and Funding Consortium

# Session 1: Overview of Census

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1. CaliforniaComplete County Census Outreach
2. US Census Bureau



# State Census 2020

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## California Complete Count Census 2020

# U.S. Census Bureau Census 2020 Goal

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**Ensure that everyone is counted once,  
only once, and in the right place.**

## California Complete Count Mission

**Ensure that Californians get their fair share of  
Federal resources and Congressional  
representation by encouraging the full participation  
of all Californians in Census 2020.**

# What's at Stake?

## POWER!

Congressional  
Representation,  
Reapportionment and  
Redistricting

- ❑ 1990 undercount was estimated to cost California one additional congressional seat and \$2.2B in federal funding
- ❑ California receives \$BILLIONS each year for schools, crime prevention, healthcare and transportation

## MONEY!

Over  
\$675 BILLION  
annually



# Roles and Partnerships

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- United States Census Bureau
- State of California
- California Legislature
- Local Government
  - Local Complete Count Committees
    - Formed at the local and community levels
    - Established by county and city governments, community leaders, and volunteers
    - Plan and execute local/regional outreach plans
- Tribal Government
- Regional ACBOs and Statewide CBOs
- Media



# Challenges and Opportunities

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- First Digital Census - Online Self Response
- Citizenship Question
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions

# Role of the State

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- **Create and communicate** the Statewide strategy for census outreach
- **Identify gaps, develop** necessary tools, **disseminate** best practices
- **Coordinate** the overall mobilization of funding

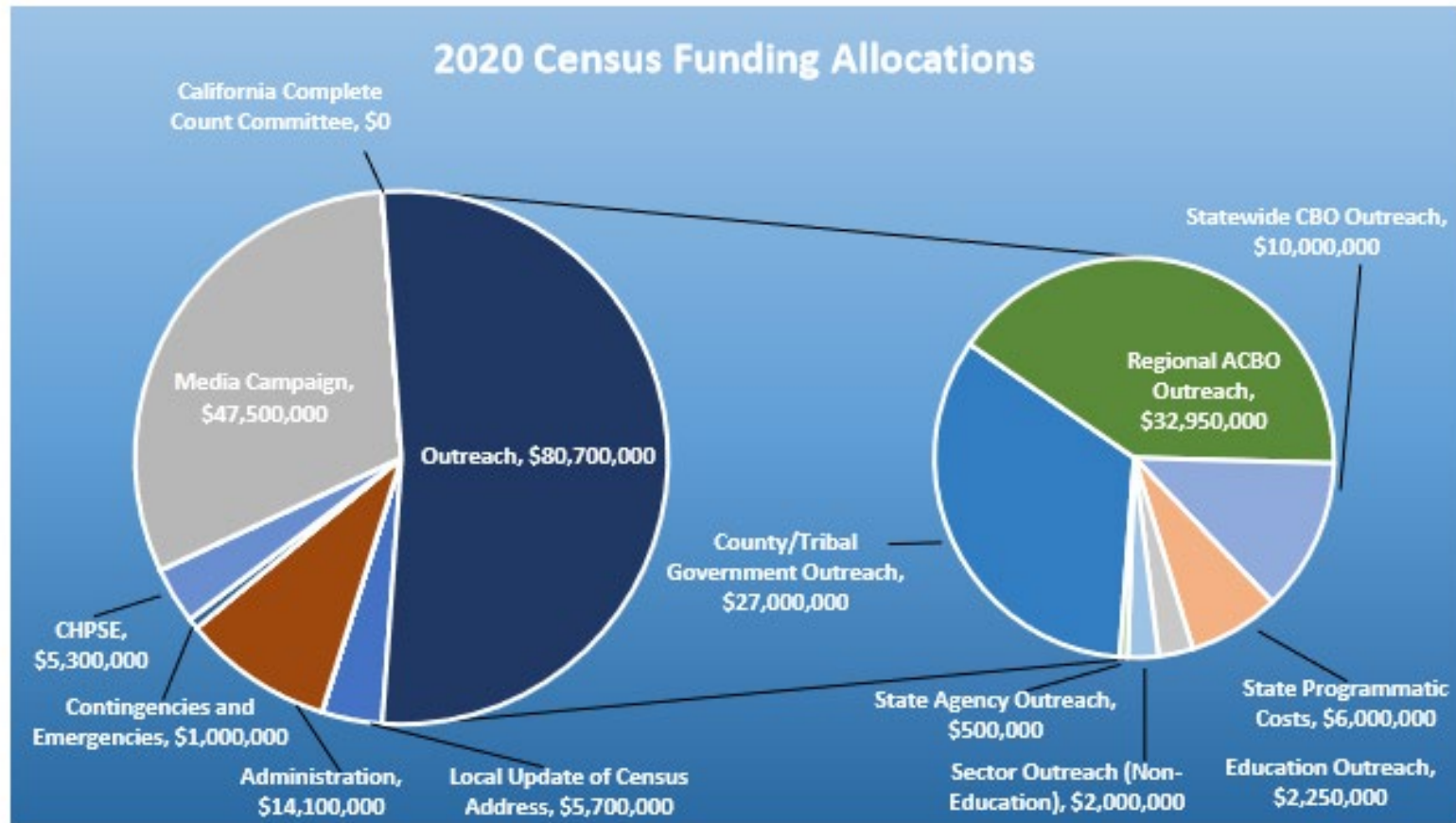


# Budget - California Complete Count – Census 2020 Office

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- California leaders have invested \$100.3 million toward a statewide outreach and communication campaign.
- Governor Newsom's 2019-20 proposed Budget includes an additional \$54 million to bolster the State's efforts.
- In total this is a proposed \$154.3 million investment for the 2020 Census.

# Budget Update



# Phased Approach for 2020

**Phase 1: Convene, Collaborate, Capacity Build FY 2017-18**

**Phase 2: January – December 2019 Educate & Motivate FY 2018-19**

- a) January – June 2019 : (Educate)
- b) July – December 2019: (Motivate)

**Phase 3: January – March 11, 2020 Activate**

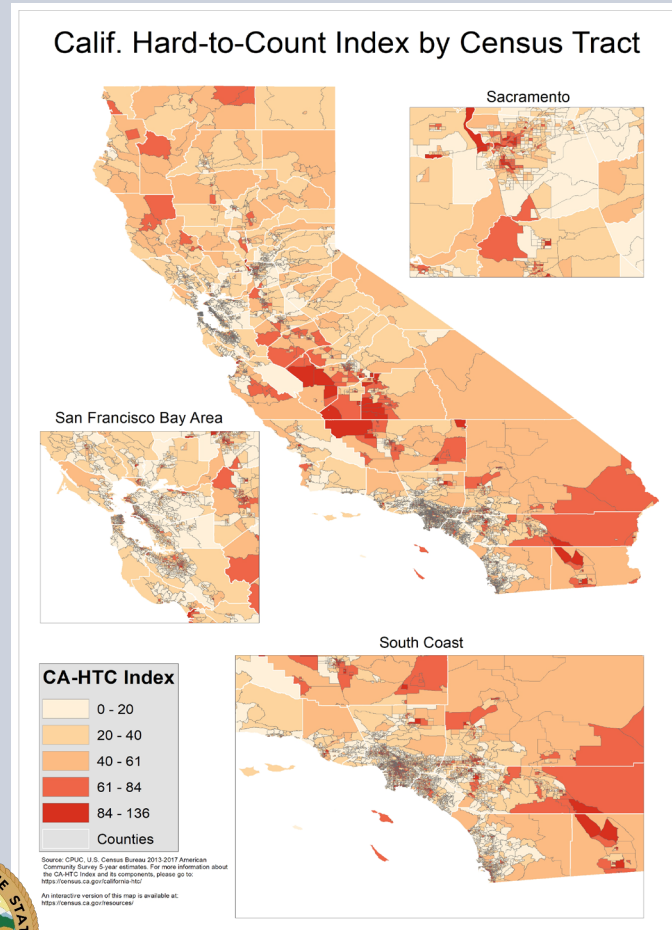
**Phase 4: March 12, 2020 – April 30, 2020 Self-Response “Be Counted”**

**Phase 5: May 1, 2020 – July 30, 2020 Non-Response Follow-Up “It’s not too late”**

**Phase 6: August 1, 2020 – June 30, 2021 Assess & Report**

# Focused on the Hard-to-Count

## California's Interactive HTC Map



The interactive map shows California census tracts and block groups shaded by their shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

[census.ca.gov/HTC-map](https://census.ca.gov/HTC-map)



# California Complete Count

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Social Media  
@cacompletecount



#2020census and #cacensus

400 R Street, Suite 359  
Sacramento, CA 95811  
Phone: (916) 852-2020  
Web: [Census.ca.gov](http://Census.ca.gov)  
Email: [info@census.ca.gov](mailto:info@census.ca.gov)

# U.S. Census Bureau Updates

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**David Banuelos, USCB  
Partnership Specialist**



# Census 2020

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U.S. Census Bureau - Los Angeles Regional Census Center

[los.angeles.rcc.partnership@2020census.gov](mailto:los.angeles.rcc.partnership@2020census.gov)

# It is in the Constitution

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It is in the Constitution Article 1, Section 2 of the U.S. Constitution

*“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”*

*The fact that it is in the constitution makes it's central to a democratic form of government.*

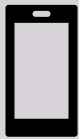
# Your Answers are Protected by Law Title 13 of the U.S. Code

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- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information or responses with any other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000

# New Ability to Self Respond Starting March 12, 2020

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Internet



Phone



Paper Form



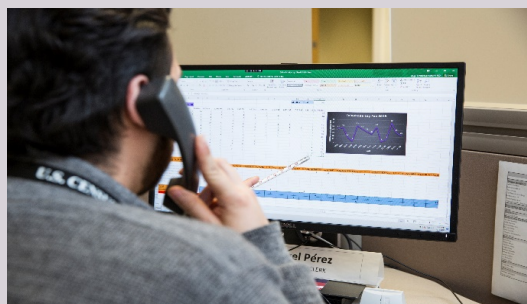
In-person

***\*12 languages plus English will be supported (Internet & Phone)***

# 2020 Census Jobs

One application qualifies you for any of the following positions:

Position		Pay rate
Office Clerks		\$20.00 per hour
Office Operations Supervisors		\$26.00 per hour
Census Field Supervisors		\$27.50 per hour
Enumerators (Census Takers)		\$25.00 per hour
Recruiting Assistants		\$27.50 per hour



- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

## Basic Requirements

- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

## Simple Application

33 Question Assessment  
Plus 9 Supervisory  
questions if interested in  
Supervisory Positions

**Apply today!**

**[2020census.gov/jobs](https://2020census.gov/jobs)**

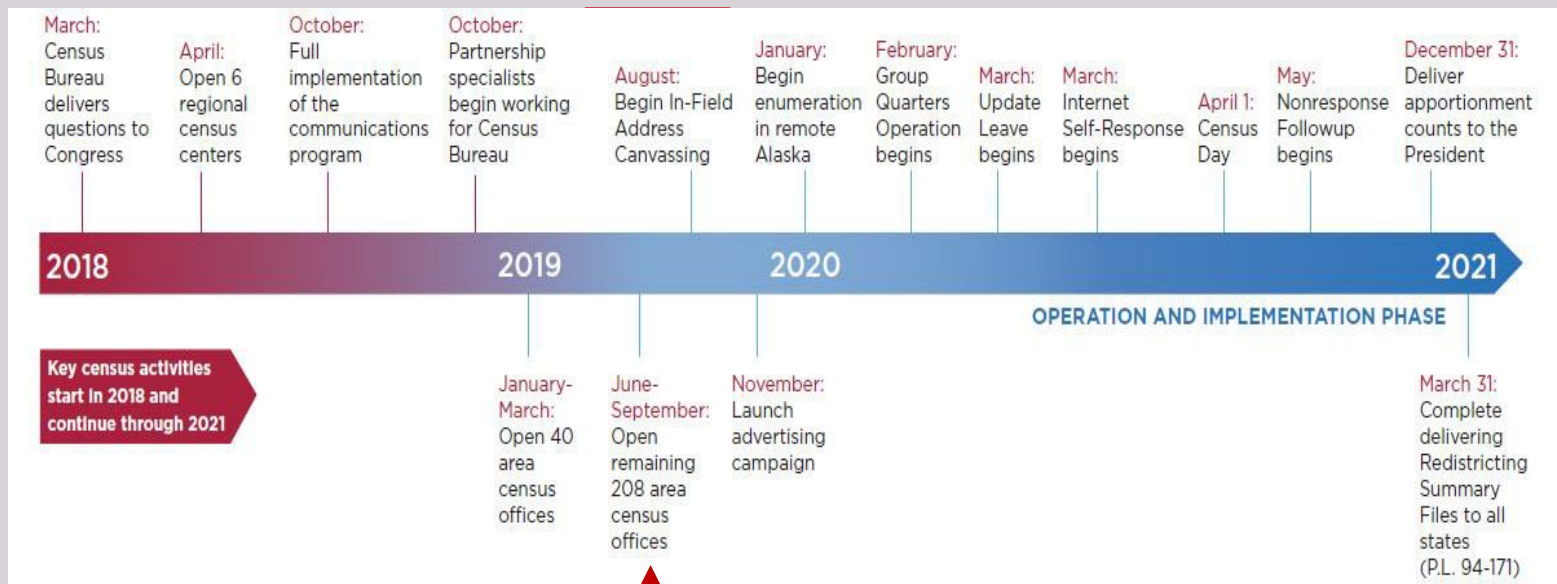
Federal Relay Service: (800) 877-8339 TTY / ASCII

[www.gsa.gov/fedrelay](https://www.gsa.gov/fedrelay)

**1-855-JOB-2020 (1-855-562-2020)**

The U.S. Census Bureau is an Equal Opportunity Employer

# 2020 Census Timeline



# Contact Information

Partnership Coordinator	Phone	Email
<b>Lia Bolden</b> Northern CA – West	510-935-9886	<a href="mailto:Elaine.Lia.Bolden@2020Census.gov">Elaine.Lia.Bolden@2020Census.gov</a>
<b>Tammie Brown</b> LA County (part)	213-314-6419	<a href="mailto:Tammie.N.Brown@2020census.gov">Tammie.N.Brown@2020census.gov</a>
<b>Amalia De Aztlan</b> Inland Empire, Kern, Kings & Tulare Counties	760-861-4937	<a href="mailto:Amalia.u.deaztlan@2020census.gov">Amalia.u.deaztlan@2020census.gov</a>
<b>Nhi Ho</b> Orange & San Diego Counties	657-364-6902	<a href="mailto:Xuan.Nhi.V.Ho@2020census.gov">Xuan.Nhi.V.Ho@2020census.gov</a>
<b>Jessica Imotichey</b> Tribal & Congressional	213-314-6268	<a href="mailto:Jessica.A.Imotichey@2020census.gov">Jessica.A.Imotichey@2020census.gov</a>
<b>Meredeth Maxwell</b> LA County (part)	213-314-6276	<a href="mailto:Meredeth.D.Maxwell@2020census.gov">Meredeth.D.Maxwell@2020census.gov</a>
<b>Rosa Rendon</b> CA Central Coast & Fresno	213-314-6259	<a href="mailto:Rosa.Rendon@2020census.gov">Rosa.Rendon@2020census.gov</a>
<b>Brigitte Roberts</b> Northern CA – East	510-761-1150	<a href="mailto:Brigitte.E.Roberts@2020census.gov">Brigitte.E.Roberts@2020census.gov</a>

# Session 2: Landscape of Census Outreach Strategies

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1. Niva Flor, ACBO, Sacramento Region Community Foundation
2. Lorenda Sanchez, Statewide CBO, California Indian Manpower Consortium
3. Tara Loucks-Shepherd, County of Tehama
4. Harjit Singh, Jakara Movement
5. Yumi Sera, CCC Panel Moderator





**ACBO Region One:  
Sacramento Region Community Foundation  
June 17, 2019**

# VISION AND VALUES

## **Vision**

A complete 2020 Census count for the 17-county Region One target area, accomplished by applying community-designed outreach strategies and partnering with local, state, and Federal government to ensure Hard-to-Count/least likely to respond populations are accurately counted.

## **Guiding Values**

Collaboration, Community-Centered, Comprehensive, and Cohesive

# GOALS AND OUTCOME

## Strategic Goals

1. Educating Hard-to-Count/least like to respond populations about the benefits of being counted and maximizing the number of Californians enumerated in the 2020 Census.
2. Design innovative outreach strategies to reach hard-to-count and vulnerable populations.
3. Strengthen multi-County, region-wide collaboration.

## Outcome

A community-led and -designed outreach strategy and strategic plan that builds the capacity of community-based organizations and counts all the hardest-to-count members in Region One.

# ACBO REGION ONE

## COUNTIES (17 total):

Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, and Yuba

**FUNDING ALLOCATION: \$1.7M**



# REGION ONE LANDSCAPE

**Unique challenges and assets can be characterized in aggregate groups below:**

- Remote, rural, and agriculturally rich areas
- Highly densely populated urban communities and suburbs
- No- to low-response communities
- Nonprofit capacity gaps



# **REGION ONE STRUCTURE**

# COMPLETE COUNT ORGANIZATIONAL STRUCTURE



# PARTNERS

## Funding Consortium Partners

Partner	County
North Valley Community Foundation	Butte
El Dorado Community Foundation	El Dorado
Placer Community Foundation	Placer
Sacramento Region Community Foundation	Sacramento
Shasta Community Foundation	Shasta
	Modoc
	Siskiyou
	Tehama
Sierra Health Foundation	Colusa
	Glenn
	Lassen
	Plumas
	Nevada
	Sierra
	Yuba
	Sutter
Yolo Community Foundation	Yolo

## Multi-County CBO Partners

Partner	Target Sector/Population
California Capital Financial Development Corporation	Small business, labor, immigrant entrepreneurs, LEP
Legal Services of Northern California	Housing unstable, homeless, immigrants, LEP
Organize Sacramento	Labor, housing unstable, immigrants, LEP
Sacramento ACT	Faith-based communities, Latinos, immigrants, undocumented, Dreamers, LEP
CAIR	Muslim, Arab, South Asian communities



# STRATEGIC PLAN METHODOLOGY

# OUR APPROACH

The strategic plan for Region One is guided by a local, grassroots approach to reaching the least likely to respond populations in the 17-County region.

**Our approach to developing the strategic plan:**

- Data-driven: target the HTC populations and the communities they live in
- Community-centered: connecting with local community leaders and organizations
- Asset focused: build on resources and infrastructure existing in each county

# OVERARCHING STRATEGIES

**Strategy 1:** Starting with what works locally

**Strategy 2:** Allocate resources, distributed through the Funding Consortium Partners, to support census outreach in HTC communities throughout Region One

**Strategy 3:** Regional approach for greater impact on regional issues

**Strategy 4:** Align resources, data, and community-driven input



**THANK YOU**

# Census 2020 & Engaging Ethnic Communities

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HARJIT SINGH

COMMUNITY ORGANIZER | JAKARA MOVEMENT



# Importance of Language Access



- Nearly 20% of California's population has limited English proficiency (LEP)
- More than three-fourths (76%) of Asian Americans speak a language other than English. 50% of Punjabi language speakers often speak English less than 'very well', far higher than most other Asian American categories. Historically, areas with low rates of English proficiency have been undercounted.



## Communicate the Meaning, not just Information

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- Translations for various languages are mandated by the state Census Office's Language & Communications Access Plan. As they are only now coming into effect, there is not an ecosystem developed of proper language translators. Improper translation of materials can lead to confusion and lower participation.
- Often when information is translated, the meaning is lost.

# Snapshot of the Punjabi Community

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- Punjabi-Americans form one of the largest sub-sections of the “Asian-Indian” Census designation, and are estimated to comprise nearly 60% (approximately 300,000) of the total 528,176 Asian-Indians living in California.
- Punjabi is the 10th largest linguistic group in California, 3rd most in Sutter County.
- While a number of Punjabis work in health, technology, and other professional sectors, in northern California they largely come from blue-collar families
  - Farmworkers & farmers
  - Transportation – truck drivers
  - Factory workers





# Outreach to the Punjabi Community

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- Punjabi radio stations (Punjabi Radio USA)
- Punjabi television
- The Gurdwara (Sikh place of worship) as a Census hub
- Punjabi mailers, yards signs, and print material (fliers, posters, etc)
- Social media advertising
  - Facebook
  - WhatsApp

# Jakara Movement as a community partner

We have had a strong track record within the Punjabi Sikh community for the last 20 years. Our year-round commitment creates bonds of trust between our staff, our organization, and communities we serve. Jakara Movement has gained the trust of the Punjabi community through the grassroots work, activism, and advocacy initiatives we have led. We have been recognized as the primary Sikh organization in California that builds community power and advocates for the Punjabi community.



# Census-specific work

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Jakara Movement is engaging with on-the-ground Census education and advocacy which includes community events, forums, town-hall discussions, phone banks, door-to-door campaigns, build partnerships with local businesses, host events and focus groups at local Gurdwaras, initiate talk-show discussions on our Punjabi radio, write articles for Punjabi print media, and utilize our trucking community to help spread the word about the Census.

Target Punjabi Sikh Populations	
Immigrants (documented, undocumented)	Limited English Proficiency
Young adults (ages 18-30)	Low-income households
College students	Punjabi senior citizens
Truck drivers	Migrant farm + factory laborers
Political Asylum Seekers	Women and families





## Strategies to engage language-specific communities

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1. Find the leaders in the community – elder and younger (trusted messengers)
2. Engage the community institutions
3. Partner with the media messengers
4. Go to community events



# Let's get to work!

Contact Info:

Harjit Singh

Community Organizer | Jakara Movement

Harjit@jakara.org

916-905-3312





# Be counted! Rural California

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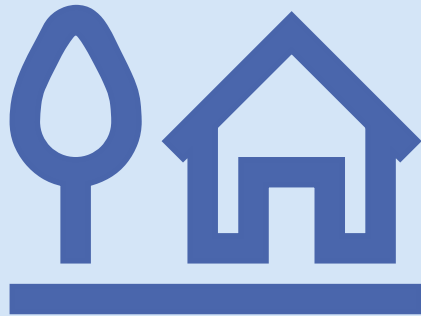
A FOCUSED CONVERSATION

YUMI SERA

IMPLEMENTATION PLAN WORKSHOP, RED BLUFF

JUNE 24, 2019

# Rural America



- Homes are spread farther apart and often hidden from the main road
- Residents may not have street addresses
- Residents live in non-traditional living quarters
- Area have little or no digital access
- Other...

Source: Univ. of NH, Carsey School of Public Policy,  
“2020 Census Faces Challenges in Rural America,” 2017

Question 1  
*Just the  
facts*

What is one key idea,  
image, or point you  
heard in the  
presentations?



## Question 2

### *Reflections*

How do these points relate to the rural communities where you live?

## Question 3

### *Implications*

In your communities, what assets, barriers, or opportunities will affect your outreach?

## Question 4

### *Actions*

What are outreach approaches to address the situation you've described?



# Let's Count Rural California

Thank you  
Region One  
partners!!



BE COUNTED, CALIFORNIA!

